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These are the most expensive hotels in San Francisco for the Super Bowl

SFGATE contributor Randy Diamond recaps the latest in San Francisco hotel news for the column Get a Room

By [Randy Diamond](#), *Freelance Writer*

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The late-winter months are [not usually](#) a busy season for [San Francisco hotels](#), but occupancy is high this month thanks to [Super Bowl 60](#) on Sunday at [Levi's Stadium](#) in Santa Clara. Top-ranked hotels — if any still have rooms available — are cashing in on demand, with average rates fetching more than \$1,200 a night. That's more than six times the average rate for peak times outside the weekend of the game, explained Kathleen Davis, CEO of the Sports Management Research Institute.

"This is a nice boost for hotels in an off month, one of the slowest times for hotels," Davis told SFGATE.

Jon S. Handlery, CEO and president of Handlery Hotels, said the Super Bowl is the ultimate showcase for the city, even if the actual game is played over 40 miles away. He believes the best thing about the Bay Area event is that the international telecast can highlight [positive changes](#) to help attract visitors after San Francisco suffered a setback in recent years.

"You can't buy that publicity," he said. "It's free."

Super Bowl showcase

The Super Bowl is the latest boon for San Francisco hotels, which continue to make headway in their recovery from the COVID-19 pandemic. The city was dealt a blow as a large section of downtown workers worked from home and merchants such as Nordstrom closed, citing "[customer foot traffic](#)" issues.

The city's recovery slowed compared with other marquee destinations, in part because San Francisco was [portrayed and characterized as dysfunctional](#) by [some outlets](#). The tourism industry, the largest private industry in San Francisco before 2020, took the biggest beating from the downturn and perception woes.

Towering symbols for the city's hospitality struggle were the Hilton San Francisco Union Square and Parc 55 hotels. In 2023, when a Virginia-based real estate investment trust [opted to default on its loan](#), it cited street conditions and a lagging convention calendar. The status of the two hotels — among the largest in the city — was [a make-or-break moment](#) for San Francisco.

Last fall, New York real estate investors Newbond and Conversant [snatched up the properties](#) for a bargain; they were valued at \$1.56 billion in 2016 but [sold for \\$408 million](#). Now that the hemorrhaging has stopped, San Francisco's hotel market can [continue healing](#) and do what the city is famous for: following every bust with a boom.

A [January report](#) from the real estate firm Cushman & Wakefield highlighted the sale of the two hotels and said it has set the pace for what is expected to be continued investor excitement. The report highlighted “renewed optimism about San Francisco’s long-term prospects” and how resetting hotel valuations is allowing for more “realistic” investments.

“Looking ahead, San Francisco’s hotel market is expected to strengthen, driven by a robust convention calendar, increased return-to-office activity and rising office leasing,” Cushman & Wakefield wrote. “Major events in 2026, including the Super Bowl and World Cup matches, are poised to boost occupancy and rates.”

The San Francisco hotel market stands to [reap the most rewards](#) from the Super Bowl, and the timing could not be better for the industry. The city’s RevPAR — referring to revenue per available room, a measurement for how much a hotel actually earns from each room, whether occupied or not — rose 12% since the start of 2025.

“That’s the highest jump among the top 25 hotel markets in the U.S,” said Michael Stathokostopoulos, CoStar’s senior director of hospitality analytics. However, with context, that spike comes with a caveat since the city’s hotel market fell further compared with other cities and still has the most room to grow. “The market remains among the least recovered nationally in absolute [room] demand terms,” he added.

CoStar data shows that in December 2025, San Francisco hotels had an average occupancy rate of 56% compared with 72.1% in December 2019 before the pandemic. Average room rates in December 2025 were \$188, compared with \$201 in December 2019, according to CoStar data, which does not account for the cumulative inflation rate of 25% to 27% over that period.

Stathokostopoulos said that the Super Bowl on Sunday and the FIFA World Cup matches in June and early July 2026 should help advance RevPAR by approximately 6% in 2026.

The most expensive hotel in San Francisco for the Super Bowl

The entire hotel market, spanning the economic spectrum, is posting pricey nightly rates. The Sports Management Research Institute data looked at the weekend of Feb. 6-8 and found that two-star hotels were up, averaging \$394 a night. However, the price jumped significantly from there. The survey found that three-star properties averaged \$582 a night and four-star and above properties averaged \$1,259 a night.

That's if you can get a room at all. Some hotels are already completely sold out for the Super Bowl weekend — and have been since last year.

As of the week before the event, for the pregame night of Feb. 7, the top rate in the city among Hilton Hotels goes to the [Hilton Union Square](#) at \$2,142 a night. Taxes add \$283.14, according to the Hilton's website. The discounted AAA rate, available only to members, includes parking for a one-bedroom suite. Regular rooms aren't cheaper; they show the same \$2,142 rate on the Hilton website. You can't book a room at the Hilton on Friday night; it's sold out.

Newbond and Conversant are already seeing some promising returns on their recent acquisition.

Room rates start dropping after the game, but a Sunday night stay at the Hilton will still cost \$797. But by Monday night, the hotel rates are a bargain, at least compared with the other nights. The price is only \$283 a night.

Even Hilton's budget chain, Hampton Inn, is quite expensive for Super Bowl weekend in downtown San Francisco. The Hampton Inn on Mission Street is asking for \$722 per night for a pregame stay on Saturday. The highest rate this week at the Hampton Inn is actually for Thursday, at \$886, but drops to \$715 for Friday. The following week, rates are down to \$152 a night at the Hampton Inn.

Marriott International is [the official hotel partner](#) for the NFL. Similar to the last time the Bay Area hosted the Super Bowl, in 2016, the teams are staying at either the San Jose Marriott (Seahawks) or the Santa Clara Marriott (Patriots), which is within walking distance of Levi's.

Some San Francisco hotels have been booked solid for more than a year, with the NFL offering to fill rooms with NFL-affiliated groups such as media members or corporate sponsors in exchange for guaranteed rates, said Clif Clark, general manager of the Westin St. Francis Hotel in Union Square.

He said the 1,195-room hotel, the third largest in the city and part of Marriott, has no rooms available due to several NFL group bookings. Clark said the NFL and sponsors have booked most of the city's luxury hotels for Super Bowl weekend.

Website searches show that higher-rated San Francisco hotels, including the St. Regis San Francisco, the two Four Seasons hotels and the Ritz-Carlton, are all booked for Super Bowl weekend from Thursday through Sunday.

However, there is one exception if you want to splurge. After the game on Sunday, rooms were still available at the St. Regis Hotel as of Wednesday afternoon, but they'll cost you. Rooms range from \$2,588 to the most expensive: a one-bedroom Metropolitan Suite that

comes with a butler. The corner room, last renovated in 2019, costs \$12,102 for the member rate and \$13,045 a night for non-members.

San Francisco hotels manage to win the Super Bowl even without 100% occupancy. Handlery said his 377-room hotel on Geary Street is around 75% occupied on Super Bowl weekend, with average rates of around \$350 a night. That's up from the normal 55% occupancy in February and room rates just shy of \$200.

Most of the auxiliary NFL events are held in San Francisco, including the Pro Bowl, theme park-type Super Bowl Experience, and Taste of the NFL, with celebrity chefs offering food samples and NFL players signing autographs.

"We expect to fill more rooms at the last minute," Handlery said, noting how last-minute visitors come into the city for events and then decide to stay the night.

And even if the hotel doesn't sell every room, the Handlery benefits from the event because, as Jon noted, "February is not a busy month."

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